

**AMENDMENT TO THE CLAIMS:**

Claims 1-5 (Cancelled)

6. (Currently Amended) ~~[[The]]~~ A customer information control system apparatus  
~~claimed in Claim 5, comprising:~~

an address assigning section configured to assign an individual e-mail address to a customer, and thereby to enable the customer to send an electronic message to the individual email address;

a memory section configured to store the individual e-mail address;

a communicating section configured to receive an electronic message from the customer;

and

a checking section configured to examine whether a destination address of the electronic message is in agreement with the individual e-mail address stored in the memory section;

wherein the address assigning section assigns the individual e-mail address uniquely to each customer; and the memory section stores the individual e-mail address of each customer in association with customer information on that customer;

wherein the address assigning section assigns the individual e-mail address to each customer in response to a first act of the customer, and enables the customer to express a second act subsequent to the first act by using the individual e-mail address;

wherein the memory section stores the individual e-mail address as a pair with the customer information for each customer; and the checking section examines the destination address of the electronic message to effect the second act and the customer information used in the electronic message to effect the second act, to determine whether the destination address and the customer information of the electronic message to effect the second act are in agreement with

the individual e-mail address and the customer information stored as a pair in the memory section;

wherein the address assigning section causes the communicating section to notify each customer of the individual e-mail address dedicated to the customer to enable the customer to express the second act, by sending an e-mail message having the individual e-mail address as a return address of the e-mail message; and

wherein the customer information comprises a customer address; the memory section stores the individual e-mail address as a pair with a customer address; and the checking section examines the destination address and a sender address of an email message to effect the second act, to determine whether the destination address and the sender address of the email message to effect the second act are in agreement with the individual e-mail address and the customer address stored as a pair in the memory section.

7. (Currently Amended) The customer information control ~~system~~apparatus as claimed ~~in any of Claims 3 to 6~~ claim 6, wherein the customer information control system is a sales support system, and further comprises a sales support section to obtain customer information on each customer, and to perform a responsive sales support action based on the customer information in response to the first act of each customer.

8. (Currently Amended) The customer information control ~~system~~apparatus as claimed in Claim 7, wherein the sales support section responds to the first act in the form of a computer-readable electronic message for a sales contract, by performing the sales support action to complete the sales contract; and wherein the sales support section is configured to perform the responsive sales support action in accordance with the customer information which comprises personal information and purchase-related information on a sales contract; and the memory

section is configured to store the individual e-mail address in association with the personal information and purchase-related information for each customer.

9. (Currently Amended) The customer information control ~~system~~apparatus as claimed in Claim 8, wherein the sales support section is configured to arrange a date of delivery in response to the first act of each customer for a sales contract, and to notify each customer of the date of deliver for the customer.

10. (Currently Amended) The customer information control ~~system~~apparatus as claimed in Claim 8 or 9, wherein the purchase-related information comprises order information; the sales support section comprises a product data storage section to store data on products; a data management section to retrieve data on a product specified by the order information, from the product data storage section; and an estimating section to draw up an estimate of the product in accordance with the information obtained from the product data storage section.

11. (Currently Amended) The customer information control ~~system~~apparatus as claimed in Claim ~~8, 9 or 10~~ 8 or 9, wherein the purchase-related information comprises trade-in information on a trade-in vehicle; the sales support section comprises a used car data storage section to store information on pre-owned vehicles; a data management section to retrieve data on a trade-in vehicle specified by the trade-in information, from the trade-in data storage section; and an assessing section to draw up an assessment of the trade-in vehicle in accordance with the data obtained from the trade-in data storage section.

12. (Currently Amended) The customer information control ~~system~~apparatus as claimed in Claim ~~8, 9, 10 or 11~~ 8 or 9, wherein the purchase-related information comprises credit information on credit for a customer, and the sales support section comprises an examining

section to determine whether to allow credit or not, in accordance with the personal information and credit information.

13. (Currently Amended) The customer information control ~~system~~ apparatus as claimed in Claim 8, 9, 10, 11 ~~or 12~~ 8 or 9, wherein the customer information control system comprises a server system which comprises said address assigning section, said memory section, said communicating section, and said checking section, and at least one terminal comprising an input section to input the personal information and purchase-related information, and a communicating section to transmit the personal information and purchase-related information to the server system.

Claims 14–15 (Cancelled)

16. (Currently Amended) ~~[[The]]~~ A customer information control method ~~as claimed in Claim 15,~~ comprising:

assigning an individual e-mail address to a customer;

memorizing the individual e-mail address to a customer;

receiving a subsequent electronic message from the customer; and

determining whether a destination address of the subsequent electronic message is in agreement with the individual e-mail address memorized;

wherein an individual e-mail address is uniquely assigned to each of customers in response to a first act of the customer, and memorized in association with customer information on the customer; and

wherein the customer information control method further comprises:

receiving information representing the first act of each customer, and customer information on the customer; and

enabling each customer to express a second act subsequent to the first act by using the individual e-mail address assigned to the customer;

wherein the customer information comprises a customer address, the individual e-mail address is memorized as a pair with the customer address, and the destination address and a sender address of the subsequent electronic message are examined to determine whether the destination address and the sender address match the individual e-mail address and customer address memorized as a pair; and wherein the customer is notified of the individual e-mail address by sending, to the customer address, an email message having the individual e-mail address as a return address.

17. (Currently Amended) The customer information control method as claimed in Claim ~~15 or~~ 16, wherein the customer information control method further comprises:

performing a first responsive sales support action in response to the first act from each customer; and

performing a second responsive sales support action in response to the subsequent electronic message from the customer only when the destination address of the subsequent electronic message is in agreement with the individual e-mail address.

18. (Previously Presented) The customer information control method as claimed in Claim 17, wherein the customer information control method further comprises performing a third responsive sales support action in response to the subsequent electronic message from the customer when the destination address of the subsequent electronic message is not in agreement with the individual e-mail address.

19. (Original) The customer information control method as claimed in Claim 18, wherein the first act of each customer is in the form of a preceding electronic message to perform

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a transaction, the subsequent electronic message is an email message to alter the transaction, and the third responsive sales support action comprises an operation to send an email message notifying the customer that alteration of the transaction is not entered.

Claim 20–30 (Cancelled)

31. (Currently Amended) ~~[[The]]~~ A customer information control system apparatus ~~as claimed in Claim 1~~ comprising:

an address assigning section configured to assign an individual e-mail address to a customer, and thereby to enable the customer to send an electronic message to the individual e-mail address;

a memory section configured to store the individual e-mail address;

a communicating section configured to receive an electronic message from the customer;

and

a checking section configured to examine whether a destination address of the electronic message is in agreement with the individual e-mail address stored in the memory section;

wherein:

the address assigning section is configured to create a plurality of individual e-mail addresses uniquely to a plurality of customers, and to assign the individual e-mail addresses uniquely to the customers;

the memory section is configured to store the individual e-mail address and a customer's e-mail address of each of the customers in pair;

the communicating section is configured to receive a customer's e-mail message from at least one of the customers; and

the checking section is configured to examine whether the destination address of the customer's e-mail message is identical with the individual e-mail address stored in the memory

section and at the same time a sender address of the customer's e-mail message is identical with the customer's address stored in the memory section in pair with the individual e-mail address.

32. (Currently Amended) ~~[[The]]~~ A customer information control method ~~as claimed in Claim 14,~~ comprising:

assigning an individual e-mail address to a customer;

memorizing the individual e-mail address;

receiving a subsequent electronic message from the customer; and

determining whether a destination address of the subsequent electronic message is in agreement with the individual e-mail address memorized;

wherein the customer information control method comprises

creating first and second individual e-mail addresses to first and second customers;

assigning the first and second individual e-mail addresses, respectively, to the first and second customers by sending a first system's e-mail message sent from the first individual e-mail address to a first customer's address of the first customer, and a second system's e-mail message sent from the second individual e-mail address to a second customer's address of the second customer;

memorizing the first individual e-mail address in pair with the first customer's address, and the second individual e-mail address in pair with the second customer's address;

receiving the subsequent ~~[[e-mail]]~~ electronic message; and

determining whether the destination address of the subsequent electronic message is identical with the first individual e-mail address and at the same time a sender address of the subsequent e-mail message is identical with the first customer's address or whether the destination address of the subsequent electronic message is identical with the second individual

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e-mail address and at the same time the sender address of the subsequent e-mail message is identical with the second customer's address.

33. (Cancelled)